

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/081624-2025>

Contract

CRM email automation tool

Agriculture and Horticulture Development Board

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-081624

Procurement identifier (OCID): ocds-h6vhtk-05f2fd ([view related notices](#))

Published 10 December 2025, 3:44pm

Scope

Reference

STA10256

Description

Approval was sought to extend the existing CRM supplier contract for a further 12 months to ensure continuity of a critical business service. The supplier provides essential CRM services that

support key business functions and customer engagement. There is insufficient time and capacity to conduct a new procurement process. A change in supplier at this stage would risk disruption to critical CRM operations.

Contract 1. CRM email automation tool

Supplier

- Click Dimensions

Contract value

- £60,000 excluding VAT
- £72,000 including VAT

Below the relevant threshold

Date signed

10 December 2025

Contract dates

- 20 January 2026 to 19 January 2027
- 1 year

Main procurement category

Services

CPV classifications

- 03000000 - Agricultural, farming, fishing, forestry and related products
- 72000000 - IT services: consulting, software development, Internet and support

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - without competition

Supplier

Click Dimensions

XX

XX

CV3 4SU

United Kingdom

Email: sales@clickdimensions.com

Website: <https://clickdimensions.com/>

Region: UKG13 - Warwickshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. CRM email automation tool

Contracting authority

Agriculture and Horticulture Development Board

- Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park, Siskin Parkway East

Coventry

CV3 4PE

United Kingdom

Contact name: Sarah Waters

Email: procurement@ahdb.org.uk

Website: <http://www.ahdb.org.uk>

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government